

LICENSEE

Balancing effective public safety, excellent customer service and a reliable source of revenue.

Summer 2004, Volume 10, Number 2 www.abc.state.va.us

ABC Targets Adult Providers

Studies have shown that 68 percent of youth between the ages of 18 to 20 report that adults 21 and older are their most common sources for alcohol. A growing number of advocates are claiming that for every teenager with an alcoholic beverage, there is an adult who has provided it. These concerned citizens also believe that the number of deaths that result from underage drinking would drastically decrease if adults simply took more responsibility. Alcohol-related crashes kill an average of eight adolescents every day in America, according to recent statistics from the Commonwealth's Office of Alcoholism and Substance Abuse Services.

ABC has been actively addressing this problem with Project Sticker Shock, a campaign the agency adopted in 2002 that involves the use of stickers that display a warning message about the penalties for furnishing alcohol to minors, which are placed on all multi-packs of beer, wine coolers, and other alcohol products that might appeal to underage drinkers.

We are in the process of stepping up our activities to a new level of intensity. Other states have similar programs, and Virginia has collaborated with them. The Pennsylvania Liquor Control Board has a program entitled the "Guide for Statewide Sticker Shock Project" and the Maine

Office of Substance Abuse has developed "A Handbook for Youth and Community Groups for Implementation of Project Sticker Shock." The first pilot test took place in Virginia in December 2002 in selected communities, and the official statewide release for all Virginia's communities was in Spring 2003.

Purchasing, aiding and abetting or giving alcohol to minors is against the law, and as a Class 1 misdemeanor, it is punishable by up to one year in jail and/or a \$2,500 fine.

This community awareness campaign is designed to educate those persons 21 and older who might illegally purchase alcoholic beverages and provide them to minors. The project seeks to increase awareness and compliance with Virginia's underage drinking laws and represents a partnership among youth, licensees, parents and community members, prevention professionals and law enforcement.

The December 2003 Campaign met with huge success. More than 30 communities and 150 privately-owned retail stores throughout the Commonwealth

participated. Approximately 100,000 stickers and over 500 posters/cling-ons were distributed. Many communities received news coverage from their local media outlets, which reinforced the Sticker Shock message.

The right laws and regulations can minimize the occurrence of underage drinking, but community and citizen activism is essential to the compliance with such laws and regulations. Project Sticker Shock is designed to support existing and encourage new community activism, cooperative efforts, and community capacity building to fight underage drinking.

Commissioner Esther H. Vassar is leading a prevention taskforce committee to formalize additional initiatives to address the adult provider issue. Her committee, comprised of staff from the agency's Enforcement and Education Sections, will develop another campaign targeting these providers. These results will be shared with other states in the country through the National Alcohol Beverage Control Association (NABCA).

For more information on Project Sticker Shock or other prevention initiatives, please contact the ABC Education Section at (804) 213-4688, or e-mail to education@abc.state.va.us, or visit the agency Web site at www.abc.state.va.us.

Special Agent Joe Cannon conducted RSVP and MART training in June and July for over 100 Farm Fresh managers and employees. "The employees seemed very supportive of the new ABC training," said Kim Tamburino, consumer affairs manager for Hoffman Beverage Company, host of the training and a TIPS certified trainer. "I am the biggest supporter of RSVP and MART for many reasons, but mainly because they compliment the TIPS program and review all the important issues." Agents throughout the state have been conducting RSVP trainings all summer.



Enforcement Update



S. Christopher Curtis, Director of ABC Bureau of Law Enforcement

ABC celebrates 70 years of excellence in providing control, service and revenue to the Commonwealth. Promoting and enforcing compliance with ABC laws and regulations continues to be our greatest challenge.

Increased efforts by the agency and retail licensees to avoid sales of alcoholic beverages to underage persons are paying off reflected by a record compliance rate of more than 87 percent for the Fiscal Year ending June 30, 2004. In fact, the compliance rate has increased by 11 per-

cent in just the last two years. This means that less than 13 percent of the licensee community sold to underage operatives. Even though this rate is impressive, ABC will continue striving towards the agency goal of 100 percent compliance. As the last few years have shown, we are going in the right direction thanks to your efforts as licensees and to the special agents who enforce the state laws.

We encourage you to continue towards this goal with us by regularly training your employees on responsible selling and serving of alcoholic beverages. Stress the importance of them following the state's laws and regulations and remind them of the consequences of noncompliance for the establishment and for them personally. It takes the cooperative efforts of licensees to ensure

the compliance rate increases and to see that all other violations are eliminated.

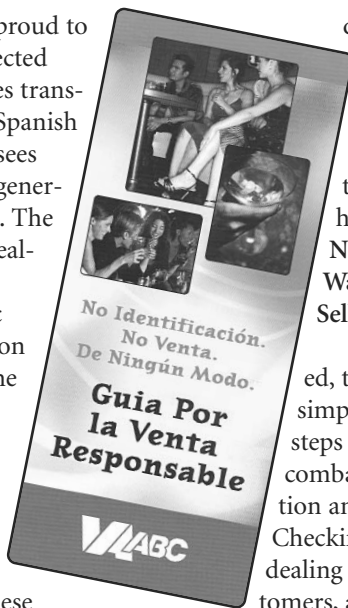
ABC's Bureau of Law Enforcement is also working with local police departments and community groups across the state to bring establishments with past violations into compliance with the ABC laws and regulations. In addition, the agency participates in the Governor's Driving Under the Influence (DUI) task force, which will be helping to enforce this year's General Assembly DUI laws, some of the toughest such laws in the nation.

The Bureau of Law Enforcement commends those who have complied with the laws; your conscientious method of doing business is making the citizens and the streets of this Commonwealth safer.

¿Hablas Español?

ABC is proud to offer selected brochures translated in Spanish for licensees and the general public. The agency realizes the Hispanic population within the licensee community is growing and has produced these materials to better serve this vital group of customers. **Just The Facts: Virginia's Alcohol Laws and Parental Responsibility**

This brochure discusses parental responsibility and the law, laying down the law for teens and tips for hosting an alcohol-free party. This helpful resource also



discusses the legal consequences of drinking underage and using false identification to purchase alcoholic beverages. **No I.D. No Sale. No Way: Responsible Selling Guidelines** Recently updated, this brochure gives simple but effective steps for licensees to combat illegal consumption and sales of alcohol. Checking identifications, dealing with upset customers, and the consequences of selling to anyone under 21 are some of the topics covered in this brochure.

These brochures can be ordered on the ABC Web site at: <http://www.abc.state.va.us/education.html> or by calling (804) 213-4688.

ABC Opens its Doors on Sundays in Selected Areas

Due to recent General Assembly legislation effective July 1, ABC did something it hasn't done in the 70-year history of the agency - opened its doors on Sunday. Fifty stores were selected in the eligible areas of Northern Virginia and Tidewater to open for business from 1 to 6 p.m. on Sundays. The stores were selected with input from regional managers based on demand, customer service and anticipated sales. ABC hopes licensees see this additional day as a benefit and another step in the agency's efforts toward providing excellent customer service.

The wording from the General Assembly follows: "Certain government stores, as determined by the Board,

in any county having the urban county executive form of government, in any city adjacent to or completely surrounded by any such county, in any county contiguous to any such county, in any city adjacent to or completely surrounded by any such contiguous county, or in any city having a population in excess of 200,000, may be open on Sunday for the sale of alcoholic beverages after 1:00 p.m."

To see which stores in Tidewater and Northern Virginia are open on Sundays, visit the Store Information and Pricing section of the ABC Web site at <http://www.abc.state.va.us/pr oj/stores/stores.jsp>.

RSVP Helps Licensees Comply with Virginia's Laws

When an ABC special agent talks, licensees listen. Sellers and servers from across Virginia are learning more about Virginia's alcohol laws, rules and regulations through ABC's latest licensee training, Responsible Sellers/Servers: Virginia's Program (RSVP).

Taught by ABC's special agents, the training is designed for bartenders, clerks, cashiers, waitstaff and other "front-line" employees. The program kicked off in June, and 229 employees from on- and off-premise establishments attended the first nine trainings.

Sixty-one agents are trained to teach the three-hour program that was specifically designed for Virginia's licensees.

The class formalizes training that agents already give new and existing licensees.

"I hope you share my opinion that the RSVP Training was very successful," said Randy Shelton, owner of The Clinic Pub & Eatery in Wytheville. Shelton attended one of the first classes, which was taught by Special Agent George Sewell in the Wytheville area. "Everyone I have spoken with really enjoyed the session and gained a much better understanding of ABC regulations and our responsibilities as licensees and servers of alcoholic beverages."

"My personal goal is to help educate the consumer and general public of Virginia Laws and Regulations concern-

ing consumption of alcohol in public establishments," said Shelton. "It is my belief that if the public knew that licensees are required by law to limit consumption, verify identity/age and meet other requirements, intoxicated patrons and underage buyers would decrease."

Licensees can sign up for the remaining summer trainings in August, based on space availability, by using the ABC Web site at www.abc.state.va.us or by mailing in the form below. See the remaining dates available this summer on Page 6. Watch for the winter schedule in the mail and on the ABC Web site.

continued on page 6

Registration Form

Register On-Line!

Register on-line and you will receive an automatic e-mail confirming your spot in the class along with directions and parking instructions. If you do not have access to the Internet, please mail this form to Virginia Department of Alcoholic Beverage Control, RSVP/Education Section, P.O. Box 27491, Richmond, VA 23261-7491.

Name _____

Business _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

RSVP Training Location _____

RSVP Training Date and Time _____

Space is limited!

It is recommended that each business register no more than five people. We realize that the scheduled classes will fill up quickly and some businesses will want to send more than five staff members to one class. If you are interested in training a large number of staff, contact your agent, regional ABC office or send an e-mail to education@abc.state.va.us. Additional classes may open based on demand and agent availability. Check the ABC Web site at www.abc.state.va.us for updates or call 804-213-4688.

During the 2003-2004 General Assembly, lawmakers increased the fees for all alcoholic beverage licenses issued in the Commonwealth. Licensees can expect an average increase of about 30 percent in their annual renewal bill for ABC. To see the current license fees online, please visit the ABC Web site at www.abc.state.va.us.

Licensee violations and penalties — March 2004 - July 2004

Compiled by Public Affairs

As a result of ABC Bureau of Law Enforcement investigations and the ABC hearings process, the following businesses received a minimum sanction of a 10 to 30-day suspension and/or at least a \$1,000 fine from

March 2004 to July 2004. These Sanctions are reported to raise the awareness of ABC licensed businesses. The intent is to inform licensees of the potential penalties for violating Virginia's ABC Laws and Regulations.

It is the hope that making licensees aware of these major violations will serve as a deterrent. Most licensed establishments operate clean and safe businesses as encouraged by the Virginia ABC Board.

| Licensee | Violation | Penalty |
|--|---|--|
| AMF Annandale Bowling Center/Annandale | Sold to underage person | 30 days suspended or 10 days suspended & \$3,000 fine |
| Bubba's Beach Club/Virginia Beach | Sold to underage person | 30 days suspended or \$2,000 fine |
| Clarence Justus Grocery/Hurley | Kept or allowed to keep unauthorized alcohol; stored alcohol in unauthorized place; failed to keep complete, accurate records; defrauded or attempted to defraud the Board | 60 days suspended or 30 days and \$1,000 fine |
| Country Store/Fredericksburg | Sold to underage person | Accepted offer in compromise \$2,000 fine in lieu of 25 days suspended |
| County Seat/Powhatan | Sold to underage person | Accepted offer in compromise 20 days suspended |
| Coach B'S Restaurant/Salem | Sold to underage person; cannot meet financial responsibility; licensee is not legitimate owner; allowed intoxicated person to loiter on licensed premises; allowed noisy or disorderly conduct | Revoked |
| Crabbers Restaurant/Hampton | Sold to underage person | 3 non-consecutive days suspended and \$5,000 fine |
| E.E. Wine, Inc./Gainesville | Sold to underage person | 25 days suspended or \$2,000 fine |
| 7 Eleven Store #2515-20728/Richmond | Sold to underage person | 60 days suspended or 15 days suspended and \$5,000 fine |
| 7-Eleven Store #32223-2583/Manassas | Sold to underage person | 30 days suspended or 10 days suspended and \$4,500 fine |
| Express Market/Herndon | Sold to underage person | 25 days suspended or \$2,000 fine |
| Golden Lion Restaurant/Fairfax | Sold to underage person | 25 days suspended or \$2,000 fine |
| Hague Market/Hague | Sold to underage person | Accepted offer in compromise of fine of \$3,500 in lieu of 15 days suspension |
| Jiffy Food Store 15/Halifax | Sold to underage person | 25 days suspended or 7 days suspended and \$2,500 fine |
| Locke Store/Millwood | Sold to underage person | 25 days suspended or \$2,000 fine |
| Lynchburg Ale House Restaurant/Lynchburg | Place occupied by licensee is so located that violations of peace & good order; meeting place for illegal users of narcotics drunks, or habitual law violators; noisy & disorderly | Accepted offer in compromise of suspension of 7 days and \$10,000; no live or recorded entertainment; prohibited sale of alcohol from 1 a.m. to 6 a.m. |

Licensee violations and penalties (*continued*)

| Licensee | Violation | Penalty |
|---|--|--|
| Mark Yonce Selections/Newport News | Failed to file Malt Beverage Wholesalers Tax Report | Revoked |
| Pantry Plus Convenience Market/Spotsylvania | Sold to underage person | 60 days suspended or 15 days suspended and \$5,000 fine |
| Rushmers Station Food Mart/Smithfield | Sold to underage person | Accepted offer in compromise \$2,000 fine in lieu of 25 days suspended |
| Sheetz #238/Ruckersville | Sold to underage person | Accepted offer in compromise \$5,000 fine in lieu of 30 days suspended |
| Smokie Joe's Cafe/Warrenton | Ceases to qualify as a restaurant; cannot demonstrate financial responsibility to meet requirements; failed to keep complete, accurate records | 30 days suspended or \$1,000 fine with one year probation and shall conduct an audit in 4 months |
| Ventura Grocery/Manassas | Sold to underage person | 30 days suspended or \$3,000 fine & 10 days suspended |

Fas Mart Focuses on Thorough Training to Combat Underage Sales

Fas Mart has been taking proactive steps toward eliminating underage sales of alcoholic beverages through trainings and consistent messages from management. The company was one of the first convenience store chains to implement "Prevent Underage Sales: Virginia's Alcohol Laws," a training packet developed and distributed by ABC that included a 20-minute training video and a test for employees. Fas Mart used the new materials to complement its established training practices for greater impact.

"The video is Virginia-specific, which is great for state stores, and the enclosed test also enhanced the learning and retaining process," said Fas Mart CEO David McComas. "Our field support managers were instructed to provide feedback concerning the new program. We were able to combine the new materials and their feedback with information we had to provide a thorough training for our employees."

Fas Mart feels the working relationship between ABC and the companies allowed each to recognize opportunities that would help both parties reach their goal of

controlling underage sales. "The periodic communication from ABC serves as a reminder of our community obligations," said McComas.

Fas Mart has also implemented various other initiatives to streamline their training. The company provides training on the first day of employment in a classroom environment. In addition, an employee reference guide is given to all new employees on their first day of training, which includes various topics including the policies and procedures for the sale of alcohol. Finally, an in-store checklist is provided to new employees and store managers for continued training.

"I, like the rest of the management team, communicate to the employees the importance of responsible selling of alcoholic beverages," said McComas. "We stress that being conscientious will save lives, and we make the point that they would not want alcohol to be sold to one of their underage relatives. We instill in

them they must be responsible neighbors and retailers, as it's the law. Corrective action is also taken when employees are not carding, not just after an illegal sale, and we share with our employees the consequences of violations."

GPM Investments, LLC, headquartered in Mechanicsville,

operates a convenience store chain of 140 stores, including all Fas Mart outlets, in Virginia, Maryland, Delaware and North Carolina. The company trades under the highly recognizable Fas Mart brand in Virginia and the equally strong Shore Stop brand in the Eastern Shore of Maryland and Virginia and the state of Delaware.

Mike O'Conner, president of the Virginia Petroleum, Convenience and Grocery Association, selected Fas Mart as an example of a licensee that has demonstrated successful training procedures.



Summary of FY 2004 Performance: Hearings and Appeals Division

By Robert O'Neal, Chief Hearing Officer

Have you every wondered how many administrative violations, contested applications, or franchise-rights cases are processed in a year at ABC?

In the Hearings and Appeals Division, the action never stops. Fifteen staff members process all ABC cases referred for an administrative hearing, including docketing services, alternate resolution services, court reporting and transcribing services, and hearings and appeals services. Division staff members travel statewide to conduct hearings, working with customers in all regions of the state to resolve administrative violations and hear objections in contested application matters.

To operate efficiently, agency and division staff set aggressive performance goals in Fiscal Year 2001 to provide excellent customer service for all accessing services from the Hearings and Appeals Division. The purpose for these goals was to provide customers with a reasonable expectation of service times while insuring the fairness and impartiality of the hearing process and adherence to established legal requirements.

Occasional delays are part of the administrative hearing process to provide time for licensees or their attorneys to gather facts and make decisions about whether to settle a case with a consent settlement offer, offer in compromise, or proceed to the hearing phase.

For example, a licensee always gets at

least 10 days notice before an administrative hearing is held (as required by the Virginia Administrative Process Act, § 2.2-4000 et seq. of the Code of Virginia). Our team goal, however, is to give a licensee 20 days notice when possible. Another example of built-in delays is when appeals to the ABC Board are needed. The licensee, applicant, or other interested parties receive the initial decision of a hearing officer and has 30 days to decide whether or not to appeal that decision to the ABC Board (as outlined in ABC regulations under 3 VAC 5-10-240).

Performance Measure Calculations

When calculating the division's performance, expected outcome guidelines or "turn-around" times were crafted based on the standards set either by state law, ABC regulations, or common practice in court and legal environments. By subtracting known delays (e.g. continuances, legal notices and appeals), Hearings staff can measure and improve case turn-around times by keeping detailed case transaction records (elapsed days) to be compared against the standards set (target days) by the staff.

The weekly measurement of the division's performance in providing customer service allows us to identify bottlenecks and opportunities for improvement. Since our customers are sometimes waiting for a legal determination before making business decisions, the more predictably and

efficiently our division can process cases, the more likely our customers will be satisfied with the hearing process. One of the highest compliments made to one of our staff can be that customers feel that they have had a timely, impartial hearing process before the Board and staff, regardless of the outcome; it goes without saying that this is our ultimate goal.

Fiscal Year 04 data shows the average number of days from the date the ABC administrative violation was referred to the Division to the date of the Board's decision was decreased by 11 days as compared to FY 03 results. It is important to note that the targeted goals of the Hearings Division are to: (1) review all cases for docketing within 5 days of receipt; (2) place them on a docket within 30 days of receipt; (3) hear the cases when scheduled, and (4) release a decision within 30 days of the hearing.

This past fiscal year, the hearings division met all these goals with respect to new violations. The data reflected above does not include the time for built-in delays (notices and appeals) and reflects the time beginning when the reports are referred for hearing, including all continuances.

If you have any questions about ABC hearing and appeals issues, call Robert O'Neal at 804-213-4566 or Robert Scott at 804-213-4447.

Upcoming RSVP Training

continued from page 3

Hampton Region

*September 22-9:30 a.m. to 12:30 p.m.
Suffolk

Chesapeake Region

*September 20-1 p.m. to 4 p.m.
Eastern Shore of Va. Chamber of Commerce
19056 Parkway Drive, Melfa

Alexandria Region

*August 25-9 a.m. to 12 p.m.
Alexandria ABC Regional Office
501 Montgomery St.

*September 29- 9 a.m. to 12 p.m.
Alexandria ABC Regional Office
501 Montgomery St.

Roanoke Region

*August 24 - 10 a.m. to 1 p.m.
Roanoke DEQ Conference Room
3019 Peters Creek Road

*September 21 - 10 a.m. to 1 p.m.
Donaldson Brown Center
VA Tech, Blacksburg

Lynchburg Region

*September 22 - 9 a.m. to 12 p.m.
Henry County Emergency Services
1024 Dupont Road, Martinsville

Richmond Region

*September 15 - 9a.m. to 12 p.m.
and 1 to 4 p.m. (two sessions)
Richmond

Staunton Region

*September 14 - 9 a.m. to 12 p.m.
Augusta County Government Center
Board Room, Verona

Hearings and Appeals Division Annual Activity Summary for July 1, 2003- June 30, 2004

| Activity | Count |
|---|--|
| Cases Referred for Hearings | |
| -Violation / Disciplinary Reports | 1178 |
| -Contested Applications | 44 |
| -Approved: | 18 |
| -Denied: | 6 |
| -Withdrawn before hearing: | 20 |
| -Banquet Applications | 12 |
| -Approved: | 6 |
| -Denied: | 6 |
| - Franchise Hearings | 8 |
| Total Hearings Requested | 1242 |
| Hearings Dispositions | |
| -Cases Settled by Consent Settlement Offer | 205 (16.5% of cases received) |
| -Cases Heard by ABC Hearing Officer* | 700 (56.36% of cases received) |
| -Cases Settled by Offer In Compromise | 252 (20.28% of cases received) |
| -Cases Withdrawn or Dismissed Prior to Hearing | 40 (3.2% of cases received) |
| Total Hearings Dispositions | 1197 (45 cases pending hearing on 6/30/04) |
| Case Decisions Appealed | |
| -Initial Decision of Hearing Officer to ABC Board | 48 (3.86% of all cases referred) |
| -Final Decision of ABC Board to Circuit Court | 8 (16.6% of all appealed cases) |
| Customer Service Provided (Highlights) | |
| -To Internal Customers | 12308 interactions |
| -To External Customers | 6496 interactions |
| -Telephone calls made or received by staff | 11985 |
| -Electronic messages (e-mails) | 44624 |
| -Transcripts Prepared | 83 |
| -Transcript Pages Prepared (total) | 5075 |
| Civil Penalties Collected | \$1, 681, 175 |
| Average Civil Penalty Per Case** | \$2,183 |
| Average Suspension Period Per Case** | 21.98 days |
| <p>* 405 hearings were held on 700 charges filed for hearings; licensees with multiple charges had hearings combined for efficiency.</p> <p>**Most ABC case decisions provide for a civil penalty or suspension period. This average reflects the results of all civil penalties collected or suspension time levied from all case decisions, consent settlement offers, and offers-in-compromise for Fiscal Year 2004.</p> | |

Checkpoint Strikeforce Enforces New DUI Laws

The Virginia Department of Motor Vehicles (DMV) and Virginia State Police (VSP) wish to remind the Commonwealth's citizens that the *Checkpoint Strikeforce* sobriety checkpoint and public awareness campaign has been underway for three years and still going strong in its efforts to crack down on drunk driving. Additional campaign efforts were announced this past July that included the unprecedented list of new DUI laws, which are some of the toughest in the nation.

Supported by a National Highway Traffic Safety Administration (NHTSA)

grant through DMV to the nonprofit Washington Regional Alcohol Program (WRAP), *Checkpoint Strikeforce* is a highly focused, zero tolerance law enforcement effort to catch and arrest drunk drivers via sobriety checkpoints. Studies show that sobriety checkpoints can reduce alcohol-related crashes by as much as 20 percent.

Checkpoint Strikeforce, combined with other DUI efforts, is showing signs of making a difference. Alcohol-related traffic deaths in Virginia are down 3.73 percent, from 375 in 2002 to 361 deaths in 2003, according to preliminary statistics from the DMV. However, more strides

need to be made to continue the reduction of these incidents. From July 1 through December 31, 2004 VSP and local law enforcement agencies will be conducting at least one checkpoint every week statewide.

For more information on the *Checkpoint Strikeforce* campaign, please visit the WRAP Web site at www.wrap.org or the VSP Web site at www.vsp.state.va.us. For a complete listing of the state's new DUI bills, go to <http://www.dmvnow.org>

Ask ABC: Questions from the Field

"Ask ABC" is intended to provide answers to common and not-so-common questions that affect ABC retail licensees and their employees. This serves as an easy-to-use supplement to all of the education materials already offered through ABC, but is not a legal document and does not supercede the Code of Virginia, Virginia Administrative Code or any other statute.

Have a retail license question for ABC?

To submit a question to Ask ABC, please e-mail your question and a photo (jpeg preferred) of your establishment to:

mwmillr@abc.state.va.us

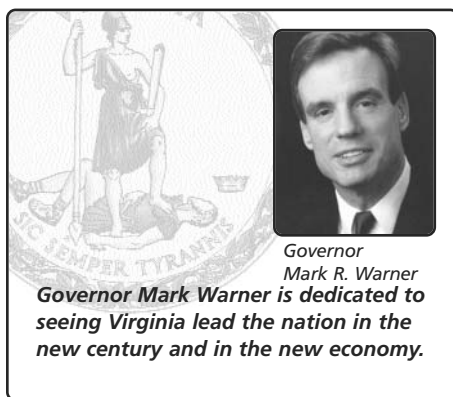
Q: Can I serve a full bottle of tequila to a table if they pay for the full bottle?

A: No. Mixed beverage licensees may not deliver to a consumer an original bottle of an alcoholic beverage purchased under such license whether the closure is broken or unbroken (§ 4.1-325). Two exceptions to this regulation follow: (1) If the restaurant is located on the premises of a hotel or motel with not less than four permanent bedrooms where food and beverage service is customarily provided by the restaurant in designated areas, bedrooms and other private rooms of such hotel or motel, such licensee may ... (ii) sell spirits packaged in original closed containers purchased from the Board for on-premises consumption to registered guests and at scheduled functions of such hotel or motel only in such bedrooms or private rooms ... Nothing herein shall prohibit any person from keeping and consuming his own lawfully acquired spirits in bedrooms or private rooms (§ 4.1-210).

(2) In the near future, because of a new law passed by the 2004 General Assembly, the provisions above will not apply to the delivery of "soju," a Korean alcoholic beverage distilled from rice, barley or sweet potatoes. As soon as ABC adopts new regulations, which should happen early this fall, mixed beverage licensees will be able to be serve soju by the bottle as it is traditionally served in Korea.

Q: Can I produce "happy hour" radio advertisements inviting people to my establishment to unwind after a long day of work?

A: No. Advertising cannot imply that alcohol has a therapeutic effect or mention "happy hour." For questions about advertising regulations, please contact your local ABC agent or see Chapter 20 of Title 3 of the Virginia Administrative Code (VAC) located at <http://www.abc.state.va.us/enforce/vacodes.html>



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Visit ABC online at www.abc.state.va.us



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